

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.Com-II.

Semester – 3

Paper No : 304

CONSUMER BEHAVIOUR PAPER - 7

(Syllabus effective from Academic Year 2011-12 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Consumer Behaviour.

Course Contents:

1. **BUYER BEHAVIOUR:** Concept, determinants of Buyer Behaviour, Consumer Buying Process, (20)
Consumer Behaviour V/S Consumption Behaviour, Consumer Behaviour V/S Buyer Behaviour. Consumer Behaviour as a discipline and its Application in Marketing.
2. **MARKET SEGMENTATION AND CONSUMER BEHAVIOUR:** Concept of market (25)
Segmentation, Market segmentation and Product differentiation, The Bases of Market segmentation, Requisites of sound Marketing segmentation, Marketing Mix, Target Marketing, Alternative strategies of Market Targeting, Selection of Available Marketing Strategy.
3. **CONSUMER NEEDS AND MOTIVATION:** Meaning, Motivation Process, Nature of Motivation (20)
Classification of Needs, Major Motivational Influences, the Dynamic Nature of Motivation.
4. **PERCEPTION AND CONSUMER BEHAVIOUR:** Meaning, Perception V/S Sensation, (25)
Perception Process, Distortion of Perception, Consumer Image and Consumer Behaviours., Consumer Perceived risk
5. Case Study (10)

Reference:

1. Consumer Behaviour - SCHETTAMAN
2. Consumer Behaviour – C.N.SONTAKKI.
3. Consumer Behaviour – ENGEL AND BLACK-WELL.
4. Marketing and Consumer Behaviour by RAGHBIR SINGH.
5. Consumer Behaviour by BENETT AND KASSARJIAN.

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Semester – 3

Paper No : 305

RETAIL MANAGEMENT PAPER - 8

(Syllabus effective from Academic Year 2011-12 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Retail Management...

Course Contents:

2. **RETAILING, ROLE, RELEVANCE AND TRENDS:** Introduction, Meaning of Retailing & Retail (20)
Characteristic; Functions of Retailing, Types of Retail formats, Concept of Electronic retailing
3. **RETAIL IN INDIA:** Emergence of organized Retailing; Factor Responsible for growth and (25)
Development of Retailing in India; Changes Occurring in Retail Scenario; Factors attracting Global Retailers to India; Shopping Trends in Retail Market in India.
4. **RETAIL LOCATION STRATEGY:** Introduction; Factors affecting the Location of Retail (20)
Outlet. (2) Retail Location Research and Techniques; Retail Organisation Design and Structures.
4. **RETAIL PRICING:** Factor affecting Retail Pricing; Role of Pricing in Retail Marketing; Pricing; (10)
Strategies and Approaches.
5. **RETAIL PROMOTION STRATEGY:** Introduction; Importance of Promotion in Retailing, (15)
Forms of Retail Promotion and Communicating with Customer; Factor Affecting Choice of Communication Methods; Campaign Management.
6. Case Study (10)

Suggested Books:

1. Retailing Management, Fifth edition by Michael Lovry, Babson College; Barton.A.Weitz- University of Florida.
2. Retailing Management by Chetan Bajaj and Rajanish Tull, Oxford University-Press.
3. Retail Management by Suja Nair (H.P.H)

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Semester – 3

Paper No : 306

MARKETING CHANNELS PAPER - 9

(Syllabus effective from Academic Year 2011-12 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Marketing Channels.

UNIT-1 = Value Network and Marketing: Channel System, Works Performed by Marketing (25)

Channels, Channel Function and Flow, Channel Levels, Service Sector Channels, Information Highways Channels.

UNIT-2 = Channel – Design: Analyze Customers derived service output Levels, Establish (20)

Objectives And Constraints, Identify Major Channel Alternatives, Evaluate the major Alternatives.

UNIT-3 = Channel – Management Decisions: Selecting Channel Members, Training Channels (25)

Members, Motivating Channel Members, Evaluating Channel Members, Modify Channel Approaches.

UNIT-4 = Channels Dynamics: Vertical Marketing Systems, Horizontal Marketing Systems, (20)

Multi-channel Marketing Systems, Conflict, Co-operation, and Competition, Legal and Ethical in use in channels Relations.

UNIT-5 = Case Study

(10)

Reference Reading:

- **Marketing Management Planning, Implementation and Control**
By – V.S.Ramaswamy & S Namakumari.
- **Marketing Management by – Philip Kotler**
- **Modern Marketing by R.S.N.Pillai & Bagavathi**
- **Services Marketing & Management by B.Balaji**
- **Marketing & Sales Management by D.C.Kapoor.**
- **Services Marketing by Valarie A. Zeithaml & Mary Jo Bitner.**
- **Marketing Management by Rajan & Sanjith Nair. By Himalaya publication House.**

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M.Com-II.

Semester – 4

Paper No : 404

CONSUMER BEHAVIOUR PAPER - 10

(Syllabus effective from Academic Year 2011-12 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Consumer Behaviour.

Course Contents:

1. **CONSUMER ATTITUDE AND CONSUMER BEHAVIOUR:** Meaning, definition, (25)
Characteristics and Functions of attitude, Development of Consumer Attitude, Sources of Attitude Development, Structural models, The Component model, multi attribute model, the theory of trying Of Consumer model, the attitude towards the Advertising Model.
2. **FAMILY AND CONSUMER BEHAVIOUR:** Meaning of Family, Family V/S Households, (20)
Functions of Family, Family Decision making. Consumption Roles; Influencing; Spouses and resolving consumer Conflicts; Influences of Children in Family Decisions; The Family Life cycle.
3. **GROUP DYNAMICS AND CONSUMER BEHAVIOUR:** Definition of Group; Group V/S (20)
Reference Group; Features of Reference group; Types of Reference groups, Group Dynamics, Reference Groups; Influence on Consumers.
4. **CONSUMER SATISFACTION AND CONSUMER BEHAVIOUR:** Meaning; Factors (25)
Influencing satisfaction; Measurement of customer satisfaction; Types of Information and Feedback, Method of Measurement; measures of customer satisfaction, Sources of Customer dissatisfaction, ways of enhancing customer satisfaction.
5. Case Study (10)

Reference:

1. Consumer Behaviour - SCHETTAMAN
2. Consumer Behaviour – C.N.SONTAKKI.
3. Consumer Behaviour – ENGEL AND BLACK-WELL.
4. Marketing and Consumer Behaviour by RAGHBIR SINGH.
5. Consumer Behaviour by BENETT AND KASSARJIAN.

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M.Com-II.

Semester – 4

Paper No : 405

RETAIL MANAGEMENT PAPER - 11
(Syllabus effective from Academic Year 2011-12 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Retail Management...

Course Contents:

1. **STORE LOYALTY MANAGEMENT:** Types of Customers; Meaning of Customer Loyalty (20)
Variable Influencing Store Loyalty, Building Customer Loyalty; Helping Customer in Their
Planned / unplanned and Impulse Buying Decisions; A Store Loyalty Model.
2. **IMPORTANCE OF CUSTOMER SERVICE AND QUALITY MANAGEMENT:** Meaning of (25)
Service Product Concept in Retailing; Meaning of Customer service; Characteristic of good
Retailing; the GAPS Model to Improve Quality of Retail Service Quality; Service Problems and
Their Handling.
3. **FRANCHISING, BRAND, AND MALL MANAGEMENT:** Meaning of “Franchising”; (25)
Franchise Market, Franchising in India ; growth Potential; Trends for Indian Franchising; Brand
Management; Brand Equity and Brand Loyalty; A Model of Brand Loyalty; Mall Management;
Factors Affecting the Success of Malls.
4. **COMMON PROBLEMS IN RETAILING:** (1) Focus on Safety / Security at Retail Outlets. (20)
(2) Handling of Inventory Shrinkages; (3) Measures to Reduce Shop Lifting; (4) Retail Security Indian
Scenario; (5) Parking Space Problems at Retail Centres.
5. Case Study (10)

Suggested Books:

4. Retailing Management, Fifth edition by Michael Lovry, Babson College; Barton.A.Weitz- University of Florida.
5. Retailing Management by Chetan Bajaj and Rajanish Tull, Oxford University-Press.
6. Retail Management by Suja Nair (H.P.H)

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M.Com-II.

Semester – 4

Paper No : 406

(Syllabus effective from Academic Year 2011-12 onwards)

MARKETING CHANNELS PAPER - 12

OBJECTIVES:

This Course acquaints the Students with the basic issues in Marketing Channels.

UNIT-1 = Managing Integrated Marketing Communications: The Communication Process, (20)
Developing Effective Communication, Identifying the Target Audience Determine the
Communication Objectives Design the Message, Select the Communication Channels,
Establish the total Marketing Communication Budgets.

UNIT-2 = Deciding On Marketing Communication mix: The Promotional Tools, Factors in Setting (20)
the marketing Communication mix, Measuring the Communication Results.

UNIT-3 = Managing the Integrated Marketing Communication Process: (10)

UNIT-4 = Direct Marketing: The Growth of Direct Marketing, The Benefits of Direct Marketing, (20)
Integrated Direct Marketing, Major Channels for Direct Marketing, Catalog Marketing
Tele-Marketing & M-Commerce, Other Media for Direct-Response Marketing, E-Marketing.

UNIT-5 = Public Relation: Marketing Public Relation, Major Decisions in Marketing PR. (20)

UNIT-6 = Case Study (10)

Reference Reading:

- Marketing Management Planning, Implementation and Control
By – V.S.Ramaswamy & S Namakumari.
- Marketing Management by – Philip Kotler
- Modern Marketing by R.S.N.Pillai & Bagavathi
- Services Marketing & Management by B.Balaji
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